Steering Committee Minutes

October 13, 2006

Members Present: Baker, Doran, Saghafi, Salehizadeh, Toole (DeNoble excused).

Minutes from 8-25-06 approved. Ex-officio members Naughton and Lackritz joined after minutes from 8-25-06 were approved.

**GEMBA Proposal:**

It was reported that the IB Committee had approved the Global Entrepreneurship MBA (GEMBA) concept and program courses, but advised the administration that key issues remain to be addressed, especially problems with implementation and the need for additional market research. Salehizadeh reported that the Graduate Committee also approved the program concept and courses but had concerns with the 10% special admits rule implications to the CBA’s other programs and the 12 week format.

Lackritz and Naughton reiterated that nothing is finalized in the GEMBA programs but the conceptual approval by the CBA is needed for them to be able to negotiate in good faith. Many changes will come from future discussions and this proposal outline serves as a place to start.

Baker asked “Where’s the value added in the GEMBA?” and Naughton cited the rich student experiences with immersion in culture and politics, visits to the business facilities of the partner corporations, and the hands on experience with differences in international business practices (e.g. accounting or marketing practices in Dubai, India, US, etc.) will provide the value added expertise needed for global organizations. Baker recommended this be differentiated on paper, so organizations can see the expertise and synergy that gets added. Companies will want to see that the GEMBA is more than a cultural experience, to be able to decide the benefit is greater than the cost of both tuition and the opportunity costs for the executives taking the program.

Administration for the program will be handled by the External and Special Programs office, and the chairs will be responsible for hiring faculty or assigning faculty to the courses, on a department by department basis. The Graduate Office will handle academic issues. External Programs plans to hire (out-source) a dedicated external programs person at each host country’s campus, for the time the students are in that country. These people will handle logistics and administrative issues. This would be paid for by SDSU, since SDSU is the only profit center of the partner schools involved in the program. The partner schools feel they receive value from SDSU’s expertise and reputation in entrepreneurship.

The SC voted to approve the GEMBA program proposal and to authorize the Dean to announce the program and to negotiate the GEMBA details on behalf of the CBA, with these details being subject to on-going discussion and approval in the appropriate college
committees. (The vote was 5 in favor and DeNoble gave written approval via email of the GEMBA proposal which had been distributed prior to the SC meeting.)

**On-Line Evaluations:**
The SC approved a motion that per the University’s move to on line evaluations, the CBA begin on line evaluations in Spring 2007. The motion passed 4 to 1, with Saghafi disagreeing and asking that the minutes reflect this move is not a University mandate and that the CBA can continue with paper evaluations paid for by the CBA..

**College Assessment Committee**
Lackritz distributed a draft of language to include the Assessment Committee in the CBA policy file, for the SC’s review.

**HTM**
Naughton and Lackritz were meeting with Joyce Gattas immediately following the SC meeting and will update us on their discussion at the next SC meeting.